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Applicant(s): Nittal et al.

Docket No.

JP920010008US1 9-

Serial No.

09/863,921

Filing Date

May 23, 2001

Examiner

Unknown

Group Art Unit

2161

Invention: **PERSONALIZATION OF PROMOTIONAL OFFERS**



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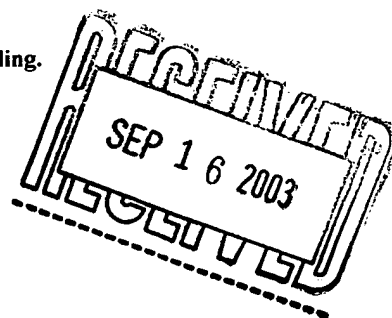
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Frederick W. Gibb, III

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of

Shital et al.

Serial No.: 09/863,921

Group Art Unit: 2161

Filing Date: May 23, 2001

Examiner: Unknown

For: PERSONALIZATION OF PROMOTIONAL OFFERS

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Under the provisions of 37 CFR §1.97 through §1.99 and pursuant to applicants' duty of disclosure under 37 CFR §1.56, applicants respectfully bring the following documents, listed on the attached form PTO-1449, to the attention of the Examiner in charge of the above-identified application. Copies of the listed documents are provided herewith for the convenience of the Examiner. This citation does not constitute an admission that the references are relevant or material to the claims. They are only cited as constituting related art of which the applicants are aware.

Each item contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

It is respectfully requested that the listed references be considered by the Examiner and formally made of record in this application.

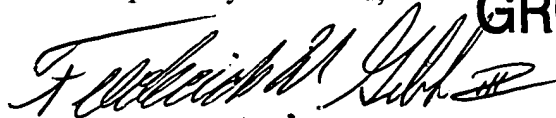
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Respectfully submitted,



Frederick W. Gibb, III
Registration No. 37,629

Date:

9/9/03

McGinn & Gibb, PLLC
2568-A Riva Road, Suite 304
Annapolis, Maryland 21401
(301) 261-8071
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several sheets if necessary)

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U.S. PATENT DOCUMENTS

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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

			"The Value of Purchase History", Peter E. Rossi, Robert E. McCulloch, Greg M. Allenby, Marketing Science, Vol. 15, No. 4, 1996, Pages 1-17
			"Determining Segmentation in Sales Response Across Consumer Purchase Behaviors", Randolph Bucklin, Sunil Gupta, Siddharth, Journal of Marketing Research, May 1998, Pages 191-197

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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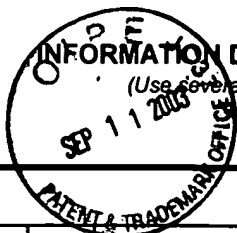
"Evaluating the Multiple Effects of Retail Promotions on Brand Loyal and Brand Switching Segments", Rajiv Grover and Srinivisan, Journal of Marketing Research, Vol. XXIX, February 1992, Pages 76-89

"Short or Long Duration Coupons: The Effect of the Expiration Data on the Profitability of Coupon Promotions", Aradhna Krishna, John Zhang, Management Science, Vol. 45, No. 8, August 1999, Pages 1041-1056

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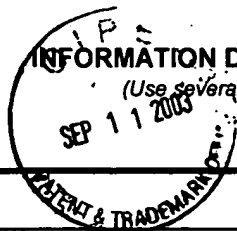
OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

		"Stochastic Models of Inter-Purchase Time with Time Dependent Covariates", Sunil Gupta, Journal of Marketing Research, Vol. XXVIII, February 1991, Pages 1-15
		"The Effect of Purchase Quantity and Timing on Variety Seeking Behavior", Itamar Simonson, Journal of Marketing Research, Vol. XXVII, May 1990, Pages 150-162

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		"Sales Promotions on the Internet", Manoj Kumar, Anand Rangachari, Anant Jhingran, Rakesh Mohan, Proceedings of the 3rd USENIX Workshop on Electronic Commerce, 1998, Boston, MA, 11 Pages
		"Distributing Coupons on the Internet", Rangachari Anand, Kumar Manoj, Anant Jhingran, Proceedings of the I-NET Conference, 1999, 9 Pages

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